

## Message Text

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PAGE 01 GABORO 01462 271530Z

43

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 LAB-04 NSAE-00

PA-01 SIL-01 USIA-06 PRS-01 OES-03 XMB-02 /039 W

----- 024369

R 271255Z OCT 75

FM AMEMBASSY GABORONE

TO SECSTATE WASHDC 7191

INFO AMEMBASSY MASERU

AMEMBASSY MBABANE

AMCONSUL JOHANNESBURG

USDOC WASHDC

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E.O. 11652: N/A

TAGS: BEXP, BC,US

SUBJ: NOMINATION FOR COMMERCIAL PRESENCE FAIR (CPF)

REF: (A) STATE 225725 (B) A-9254 (11/8/73) (C) GABORONE 1024

(D) STATE 132397

1. PARA 1 OF REF D STATES THAT "DEPARTMENT CONTINUES TO CONSIDER PROMOTION OF U.S. INVESTMENT IN AND TRADE WITH BLS STATES AS IMPORTANT ELEMENT IN OUR POLICY TOWARD SOUTHERN AFRICA." EMBASSY CONCURS WHOLEHEARTEDLY AND WISHES TO ADD THAT BOTSWANA IS A STABLE, DEMOCRATIC, MULTI-RACIAL NATION THAT IS CHOSING FREE ENTERPRISE AS HER PATH TO DEVELOPMENT. THIS CONFORMS TO OUR OVERALL SOUTHERN AFRICAN POLICY AND SHOULD BE RECOGNIZED AND SUPPORTED. THEREFORE, THE EMBASSY NOMINATES THE 1976 GABORONE TRADE FAIR (GTF) FOR CONSIDERATION AS A COMMERCIAL PRESENCE FAIR (TYPE B). GTF WILL BE HELD IN GABORONE IN SEPTEMBER 1976 IN CONJUNCTION WITH CELEBRATION OF BOTSWANA'S TENTH ANNIVERSARY OF INDEPENDENCE. WE FEEL THAT 1976 GTF IS PARTICULARLY WELL SUITED TO BE CPF WHICH, ACCORDING TO DEFINITION IN REF B, IS APPROPRIATE WHERE COMMERCIAL POSSIBILITIES ARE LIMITED BUT WHERE "POLITICAL FACTORS DEMAND A U.S. PRESENCE." TENTH ANNIVERSARY WILL BE A MAJOR YEAR-LONG EVENT WITH LIMITED OFFICIAL USE

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PAGE 02 GABORO 01462 271530Z

HEADS OF STATE FROM AROUND THE WORLD TO BE INVITED FURING SEPTEM-

BER FOR GTF AND EVENTS SURROUNDING INDEPENDENCE DAY (SEPTEMBER 30). GTF ENVISIONED BY ANNIVERSARY PLANNERS AS CENTERPIECE HIGHLIGHTING BOTSWANA'S ECONOMIC AND INDUSTRIAL PROGRESS SINCE INDEPENDENCE. GTF ALSO PROVIDES EXCELLENT LINK BETWEEN BOTSWANA'S TENTH ANNIVERSARY AND OUR BICENTENNIAL.

2. BOTSWANA IS A MEMBER OF THE SOUTHERN AFRICAN CUSTOMS UNION AND HAS A RAPIDLY DEVELOPING ECONOMY WITH A REAL GROWTH RATE AROUND 15 PER CENT. THIS GROWTH IS LIKELY TO CONTINUE BASED ON A SUBSTANTIAL NATURAL RESOURCE BASE. TRADE AND INVESTMENT OPPORTUNITIES ARE LIKELY TO EXPAND AND THE GOVERNMENT PLANS SUBSTANTIAL INVESTMENTS ESPECIALLY IN THE COMMUNICATIONS AND TRANSPORTATION FIELDS. BOTSWANA IS KEENLY INTERESTED IN EXPANDING ITS TRADE AND INVESTMENT WITH THE UNITED STATES. NAMING 1976 GTF AS A CPF WOULD THEREFORE SERVE OUR MUTUAL TRADE AND INVESTMENT INTERESTS AND ALSO DEMONSTRATE U.S. WILLINGNESS TO ASSIST BOTSWANA'S LONG-TERM DEVELOPMENT THROUGH EXPANDED TRANSFER OF PRIVATE CAPITAL AND TECHNOLOGY. IT IS SIGNIFICANT TO NOTE THAT GTF ANNUALLY ATTRACTS EXHIBITORS AND HIGH OFFICIALS FROM NEARBY COUNTRIES INCLUDING ZAMBIA, TANZANIA, SWAZILAND AND OTHERS. GTF IS OPENED EACH YEAR BY PRESIDENT KHAMA AND HIS CABINET.

3. EMBASSY MOUNTED VERY SUCCESSFUL PAVILION IN 1975 GTF. OF THE 30,000 PEOPLE WHO ATTENDED GTF, NEARLY 20,000 VISITED U.S. PAVILION. WE WOULD, OF COURSE, ANTICIPATE LARGER CROWDS NEXT YEAR IN VIEW OF TENTH ANNIVERSARY. FOURTEEN U.S. FIRMS WERE REPRESENTED IN OUR PAVILION THIS YEAR; WE WOULD EXPECT TO KEEP THE NUMBER TO NO MORE THAN 15 - 20 NEXT YEAR. PAVILION RENTAL COST IN 1975 WAS DOLS 550 AND OUR TOTAL EXPENDITURE FOR PRINTING, CONSTRUCTION, ETC., WAS APPROXIMATELY DOLS 3000. 1975 FAIR AUTHORITY LITERATURE AND PHOTOS HAVE BEEN FORWARDED TO BIC/OIM/AF AND AF/S (FOR COMPLETE WRAP-UP OF OUR PARTICIPATION IN 1975 GTF, SEE REF C).

4. IN ORDER TO PARTICIPATE IN 1975 GTF, EMBASSY CONTACTED MANY U.S. FIRMS IN SOUTH AFRICA WITH ASSISTANCE CONGEN JOHANNESBURG. FOURTEEN ACTUALLY PARTICIPATED IN U.S. PAVILION. EMBASSY ALSO HAD TO SECURE SPACE AT FAIR GROUNDS, DESIGN PAVILION, SUPERVISE CONSTRUCTION AND OVERSEE OPERATIONS DURING FAIR. THESE ACTIONS ARE AMONG THE CPF REQUIREMENTS STATED IN REF B AND LIMITED OFFICIAL USE

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PAGE 03 GABORO 01462 271530Z

EMBASSY HAS ALREADY SHOWN THAT IT IS CAPABLE OF FULFILLING THEM. REF B ALSO CALLS FOR "ACTIVE LEADERSHIP OF AMBASSADOR AND VERY SUBSTANTIAL COMMITMENT OF POST RESOURCES" TO CPF. AMBASSADOR TOOK STRONG PERSONAL DAY-TO-DAY INTEREST IN 1975 FAIR AND PLANS TO FOLLOW CLOSELY PROGRESS OF EMBASSY PLANS FOR 1975 GTF. WE DEVOTED CONSIDERABLE POST PERSONNEL RESOURCES TO THIS YEAR'S FAIR AND WILL DO LIKEWISE NEXT YEAR.

5. OUR EFFORT IN 1975 GTF WAS NOTED BY PRESIDENT KHAMA, VICE  
PRESIDENT MASIRE, MINISTER OF COMMERCE AND INDUSTRY  
CHIEPE, AND OTHERS. CHIEPE STATED TO AMBASSADOR HER APPRECIATION  
FOR OUR INCREASED INTEREST IN BOTSWANA'S COMMERCIAL AND  
INDUSTRIAL DEVELOPMENT. BECAUSE IT WILL BE TIED IN WITH TENTH  
ANNIVERSARY CELEBRATIONS, 1976 GTF WILL BE LARGER AND MORE IMPOR-  
TANT THAN ANY HELD HERE IN PRIOR YEARS. USDOC'S DESIGN AND  
CONSTRUCTION PACKAGE AND ASSISTANCE BY EXHIBIT DIRECTOR WILL  
ALLOW INCREASED PAVILION SOPHISTICATION THAT WILL CERTAINLY  
BE NOTICED BY BOTSWANA OFFICIALS AND CITIZENS ATTENDING GTF.  
SUCH INTEREST ON PART OF U.S. WILL UNDOUBTEDLY BE NOTICED ALSO  
BY HEADS OF STATE AND OTHER DIGNITARIES ATTENDING TENTH  
ANNIVERSARY CELEBRATIONS.  
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